

14. MAJOR DUTIES AND RESPONSIBILITIES

1. IRC Management: Develops and manages the IRC in accordance with MSP objectives and priorities. Oversees all research and reference services, and ensures authoritative information about the U.S. is received by the target audience. Devises strategies for cost-effective, automated means of handling information inquiries. Reviews IRC capabilities, and develops ways of optimizing the technology of posts' information services.

Prepares IRC contributions to PAS budget submissions. May advise the PAO of strategies for managing resources to assure maximum cost effectiveness and productivity. Prepares analytical reports and writes briefs on special IRC programs and problems; insures adequate IRC records and statistics are maintained for Post managers and other requirements.

Independently develops an IRC Annual plan that supports MPP goals. submits weekly and monthly reports to the IRO, and prepares IRC-wide reports. Coordinates with the Press Specialist and Webmaster for publication of appropriate content. Advises Embassy's American officers and FSN Specialists, and those of other agencies, on services and information products provided by the IRC that support Post's MPP and USG Policy.

Initiates and implements new IRC information products. Oversees production and countrywide distribution. Maintains knowledge of developments in American policy, as well as political and cultural life.

2. Outreach/Public Programs: Provides leadership in promoting awareness of American policies and positions in contemporary affairs through a variety of innovative outreach activities, including active use of social and digital media. Responsible for administering and delivering programs, which include distribution of IIP publications, Internet instruction and targeted, special distributions. Provides program support to Embassy offices, as well as to support the Public Diplomacy Calendar. Supports the Roosevelt Library of the Paraguayan-American Cultural Center (CCPA) Asuncion and the American Spaces with book donations and provision of other needed materials.

Country-wide responsibilities to deliver information and programs that support American policy. Develops programs in information technology to showcase USG information products. Works closely with other members of the public diplomacy (PD) program team to enhance PD sponsored programs.

Maintains highest-level contacts in area of subject specialty. Attends conferences to maintain and expand contact list. Facilitates meetings between IRO and high-level contacts. Designs innovative promotional materials and develops marketing strategies highlighting MSP themes, PD programming, IRC products, programs and services.

3. Research and Reference: Responds to inquiries for in-depth information from target audiences (e.g., senators, diputados, academics, ministry officials, and other policy makers, the media, researchers), Public Diplomacy, and the wider mission. Analyzes content of the inquiry and, if needed, contacts the client to discuss and clarify the request. Researches inquiry by interpreting U.S. government, legal and legislative documentation of other appropriate resources. The research is completed using a wide range of traditional and electronic resources including, but not limited to, the Internet, CD-ROM, commercial on-line databases, and U.S. government sources.

Collection Development: Responsible for planning and administering information selection, procurement and budget. Determines the appropriate mix of print and electronic based resources for the IRC program. Selects databases and materials, such as U.S. Government Printing Office publications, Congressional and other USG documents, think tank reports, and databases for the IRC collection. Prior to selection, assesses content of material for authority, relevance and balance, as well as for contribution to MSP goals.